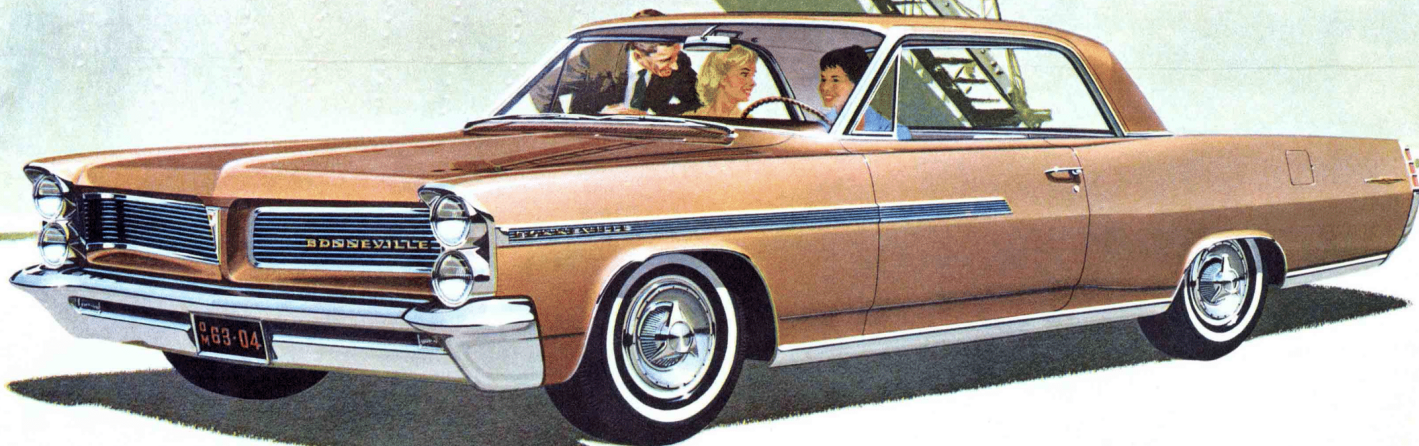


Come see our '63 Pontiacs





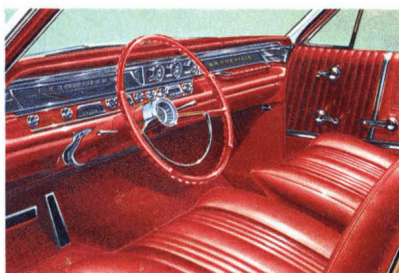
2

COVER: BONNEVILLE CONVERTIBLE. ABOVE: BONNEVILLE SPORTS COUPE

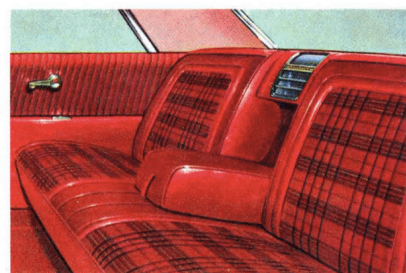
The Bonneville . . . for those who want the finest we build.

Bonnevilles showcase our attitude about building highly gratifying cars. You can pick one out four furlongs away. Get a little closer, though, if you want the full effect of its elegant interior that includes a custom steering wheel and an elegant dash panel. With polished walnut and brushed stainless inserts, no less. □ Bonneville comes equipped with a 389 cu. in. Trophy V-8, producing 303* horsepower. (For a few extra dollars you can go on up to 370 hp.) The wheelbase is no less than 123 inches. Quite a car.

*With Super Hydra-Matic at extra cost.



Leather upholstery is standard in the Convertible. Bucket seats are available in the Convertible and Sports Coupe at extra cost.



Seats of fine woven fabrics, Morrokide, or real leather and Morrokide, complement Bonneville's aura of sophistication. Deep pile carpeting, of course.



BONNEVILLE VISTA

3



STAR CHIEF VISTA



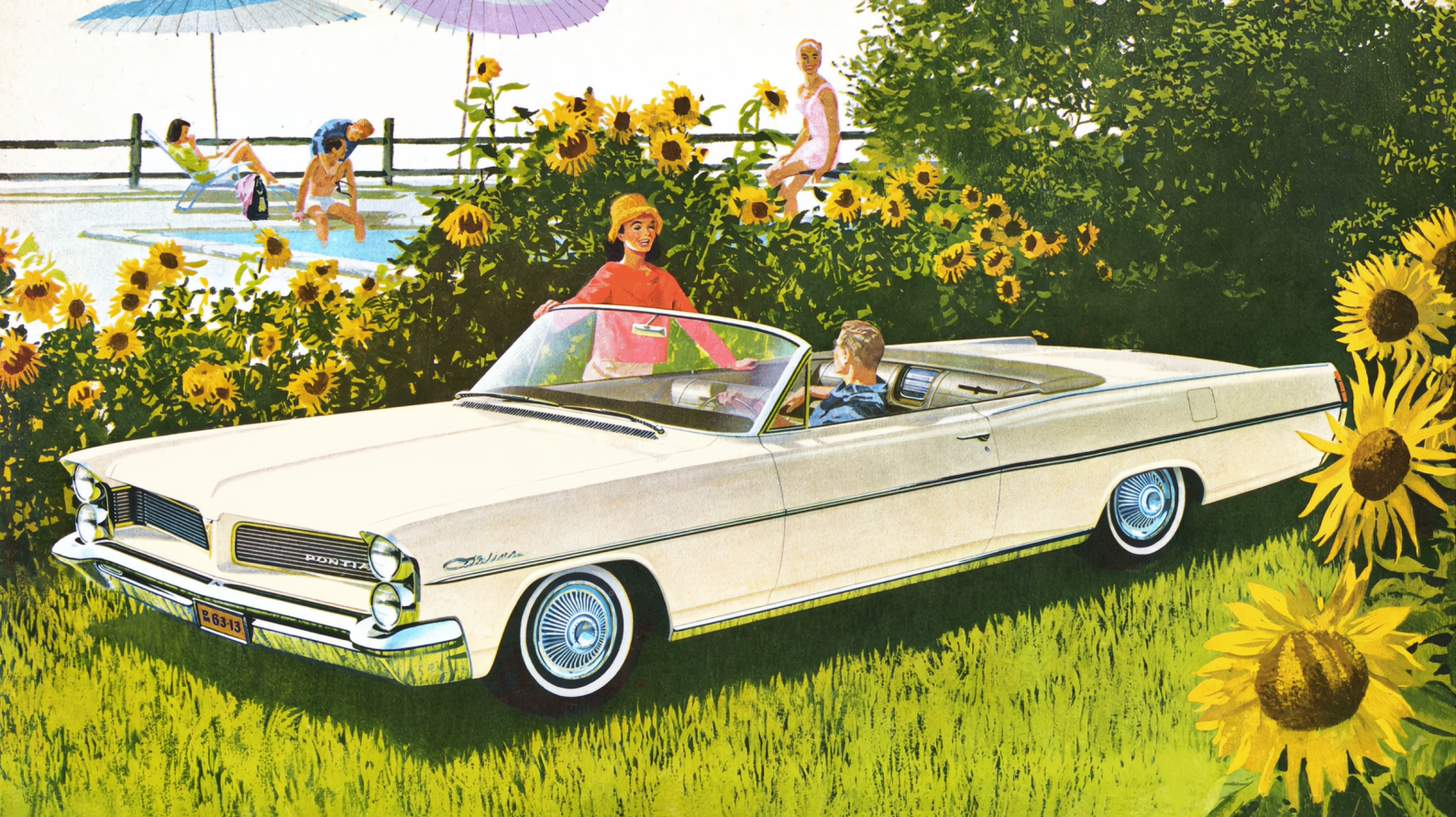
Tasteful Premiere pattern cloth and Morrokide (above), or all Morrokide interiors are presented in richly harmonizing colors.

The Star Chiefs . . . for some very special people, we blend spaciousness, luxury, and simply stated styling. Star Chiefs have the best reason for being that we can think of: A loyal body of owners simply wouldn't buy anything else. The Star Chief's manner of going is sumptuously silent. The long, 123-inch wheelbase and wider Wide-Track have a wondrous way of smothering road irregularities. □ There are two Star Chiefs: the 4-door Vista, which is a hardtop, and the 4-door sedan. Propulsion is supplied by the 283-hp* Trophy V-8. Both have as standard equipment such things as a custom steering wheel, trimmed luggage compartment, two-speed electric wipers, de luxe wheel discs, sound-soaking extra body insulation . . . the list goes on, but we won't; Star Chief could take up almost a whole catalog by itself.

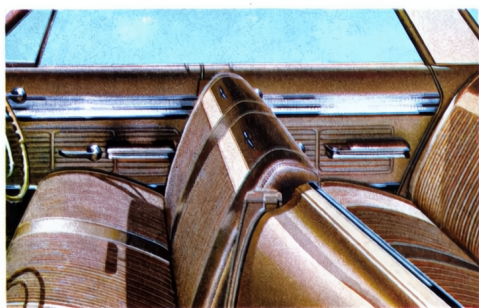
*With Super Hydra-Matic at extra cost.



STAR CHIEF 4 DOOR SEDAN



CATALINA CONVERTIBLE



No reason why a comfortable interior shouldn't look nice as well. Standard seats in the Catalina are of fine woven fabrics, with Morrokide inlays. (All Morrokide in the Convertible.)

The Catalinas . . . we don't budge an inch on the craftsmanship and quality of these lowest priced Pontiacs. Frankly, it doesn't cost anything extra to design a good-looking car, or to arrange its mechanical parts so that they perform hyperefficiently. For the economy-minded we put out a 215-hp, 2-barrel, 389 cu. in. Trophy V-8 that burns regular gas. If you want more punch in your driving, you can get engines ranging all the way up to 370 hp*. Did we say versatility? □ Standard equipment on Catalinas includes electric wipers, dual sun visors, cigarette lighter, potent Circ-L-Aire heater and defroster (although cars may be ordered without this equipment, at reduced cost), foam front seat padding—and wider Wide-Track. Wheelbase is 120 inches.

*Optional at extra cost.



CATALINA 4 DOOR SEDAN



CATALINA SPORTS SEDAN



8

CATALINA SPORTS COUPE

A Catalina is versatility personified. It comes in all sorts of bodies, and with all sorts of engines, transmissions and axle ratios . . . a supporting cast too numerous to mention, as they say in the movies. Anyone can see we've altered the looks for the better. Even in its barest form Catalina gladdens the eye. And we've improved a lot of other things as well for '63. Tailored to the individual driver—as only a Pontiac can be—it functions almost like an extension of your body.

The basic Catalina comes with a 3-speed column shift and no power equipment. A lot of people want them that way. Could be you'd like to spread your wings, though. Our optional equipment and accessories on page 14 should give you ideas.



For an extra measure of luxury, specify the Ventura Custom interior (above), of hand-rubbed Morrokide throughout. Bucket seats are also available with the Sports Coupe. Both are extra cost options.



CATALINA VISTA

9



10

BONNEVILLE CUSTOM SAFARI

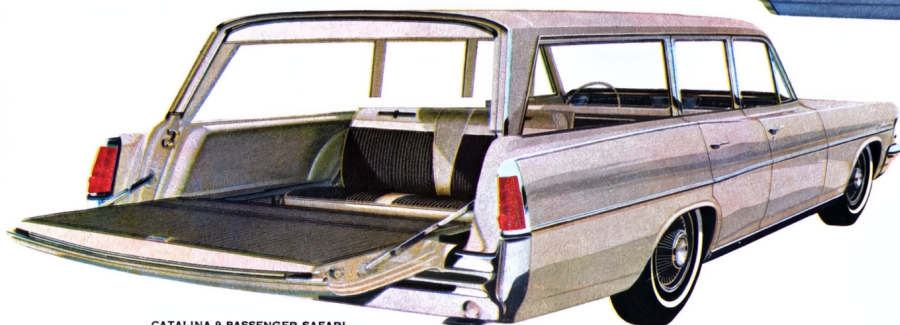


The Bonneville Safari's interior (shown) displays pleated Morrokide seats, lush, deep-pile carpeting and other tasteful touches that are downright luxurious.

The Safaris . . . a handsome way of toting portmanteaus and people. We make three kinds of wagons—the 6- and 9-passenger Catalina Safaris and the 6-passenger Bonneville Safari (shown above). Wagons are for packing children, dogs and stuff into. Our Safaris do this sort of thing exceedingly well. Example: They can carry a 4' x 8' sheet of plywood, flat. And our 6-passenger wagons have a nifty under-deck storage compartment.



CATALINA 6 PASSENGER SAFARI



CATALINA 9 PASSENGER SAFARI

For big broods or large loads, the Catalina 9-passenger Safari is pretty hard to beat. It lacks none of the niceties that go into the sedan and coupe Catalinas, while providing a bonus in the form of an observation seat facing backwards (invaluable for people who want to remember the way home). If you want to be serious about the whole thing, there's all of 92.1 cubic feet of cargo space to fill in this 9-passenger job.

11



12

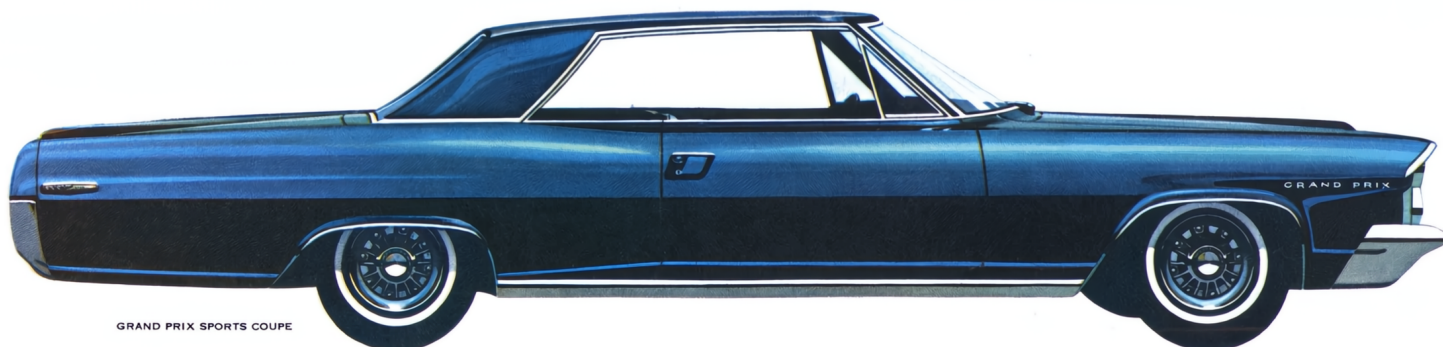
GRAND PRIX SPORTS COUPE



The Grand Prix presents resplendent interiors of expanded Morrokide in a choice of seven colors. Expanded Morrokide, you know, is softer and more pliable than leather.

This is a Pontiac? This is a Pontiac Grand Prix. With a look all its own, an air of being able to cope with anything it might encounter, the new Grand Prix is grand touring in the best North American manner. Bucket seats are standard equipment on the Grand Prix, as are 2-speed electric wipers, a padded assist grip, lavish full carpeting, and a custom steering wheel. The tachometer is standard equipment with manual transmissions, vacuum gauge standard with automatic transmission. A 4-speed floorshift and Roto Hydra-Matic are also available at extra cost. A Grand Prix's 303-hp, 4-barrel Trophy V-8 engine of 389 cubic inches speaks pretty authoritatively. But don't let that stop you if you have it in mind to make an even louder statement. That's what our other engines* are for.

*Up to 370 hp at extra cost.



GRAND PRIX SPORTS COUPE

13

Options and accessories

These extra-cost niceties show how you can make a satisfying splash with surprisingly few dollars.

Tri-Comfort Circ-L-Aire Air Conditioner—Completely redesigned for '63, this all-weather system is integrated with the heater. Humid air is cooled to dry it out, then warmed again to the desired comfort level. As well as having the bonus features of past years, it can provide heat only, air conditioning only, or a combination of both.

"Wonder-Touch" Power Brakes

"Wonder-Touch" Power Steering

Power Seats—Six-way adjustment of full-width front seat at the touch of a finger tip: forward, backward, up, down—plus forward and backward tilt to permit you to change your position at will. Minimizes fatigue on long trips. A power tilt-adjuster is offered, for the driver's side only, on bucket-seat models.

PERFORMANCE CHART • ENGINE

Engine	389 Trophy V-8 Standard with 2-BBL. Carburetor	389 Trophy V-8 Standard with 4-BBL. Carburetor	389 Trophy V-8 with Optional 4-BBL. Carburetor	389 Trophy V-8 w/Tri-Power (3-2 BBL. Carb.) Optional
Transmission Choice	Standard 3-Speed Manual Transmission** or Optional 4-Speed Manual Transmission	Hydra-Matic Transmission Optional	Standard 3-Speed Manual Transmission	Hydra-Matic Transmission Optional
Model	Catalina and Star Chief	Catalina Star Chief	Bonneville	Bonneville

Bore	4.06"		4.06"		4.06"		4.06"	
Stroke	3.75"		3.75"		3.75"		3.75"	
Displacement (cubic inches)	389		389		389		389	
Compression Ratio	8.6:1 10.25:1		8.6:1 10.25:1		8.6:1 10.25:1		10.25:1	
Maximum H.P. at R.P.M.	215 @ 3600	267 @ 4200 283 @ 4400	235 @ 3600	303 @ 4600	235 @ 3600	303 @ 4600	313 @ 4600	
Maximum Torque at R.P.M.	394 @ 2000	410 @ 2400 418 @ 2800	407 @ 2000	430 @ 2800	407 @ 2000	430 @ 2800	430 @ 3200	
Standard Axle Ratio	3.23:1†	2.69:1	3.23:1	2.69:1††	3.23:1	2.69:1	3.42:1	3.08:1
Performance Rear Axle Ratio	3.42:1†	3.08:1	3.42:1	3.08:1††	3.42:1	3.08:1		
Economy Rear Axle Ratio	3.08:1	2.56:1*	3.08:1	2.56:1††*	3.08:1	2.56:1*		
Engine	389E Trophy V-8 with 2-BBL Carburetor Optional		389 Trophy V-8 Standard with 4-BBL Carburetor		389 Trophy V-8 w/Tri-Power (3-2 BBL Carb.) Optional		421HO Trophy V-8 w/4-BBL Carb. Optional	421HO Trophy V-8 w/3-2 BBL Carb. Optional
Transmission Choice	Hydra-Matic Transmission ONLY Optional		Standard Heavy Duty 3-Speed or Optional 4-Speed Manual Trans.	Hydra-Matic Transmission Optional	Heavy Duty 3-Speed or Optional 4-Speed Transmission	Hydra-Matic Transmission Optional	Heavy Duty 3-Speed or Optional 4-Speed or Hydra-Matic Transmission	Heavy Duty 3-Speed or Optional 4-Speed or Hydra-Matic Transmission
Model	All Models		Grand Prix ♦	Grand Prix	Grand Prix		All Models	All Models
Bore	4.06"		4.06"		4.06"		4.09"	4.09"
Stroke	3.75"		3.75"		3.75"		4.00"	4.00"
Displacement (cubic inches)	389		389		389		421	421
Compression Ratio	8.6:1		10.25:1		10.25:1		10.75:1	10.75:1
Maximum H.P. at R.P.M.	230 @ 4000		303 @ 4600		313 @ 4600		353 @ 5000	370 @ 5200
Maximum Torque at R.P.M.	386 @ 2000		430 @ 2800		430 @ 3200		455 @ 3400	460 @ 3800
Standard Axle Ratio	2.56:1*		3.42:1	3.23:1	3.42:1	3.23:1	3.42:1	3.42:1
Performance Rear Axle Ratio			3.64:1	3.42:1	3.64:1	3.42:1		

*Air conditioned—mandatory minimum axle ratio is 2.69:1

**Heavy Duty 3-Speed Manual Transmission is Optional on Catalina and Star Chief models

†Optional 4-Speed Manual Transmission, Standard Axle Ratio—3.42:1, Performance Axle Ratio—3.64:1

††Except Bonneville Safari and Convertible models on which ratios are: Standard—3.08:1, Performance—3.23:1, Economy—2.69:1

*Bonneville models with Optional 4-Speed Manual Transmission, Optional on Catalina and Star Chief models with Optional 4-Speed Manual Transmission

Power Windows—Powered vent windows are also available on cars with power windows.

Super Hydra-Matic Automatic Transmission—On Bonneville and Star Chief models.

Roto Hydra-Matic Automatic Transmission—On Grand Prix and Catalina models.

4-Speed Floor Shift—Optional on all models. All 4 forward gears are synchronized.

Super De Luxe Radio

FM-AM Radio—Single unit combining the maximum fidelity of FM with the fine reception of AM in areas not covered by FM.

Cruise Control—Automatically adjusts throttle setting to maintain speed you've dialed—uphill, downhill and on level roads. A touch of the toe on the brake overrides automatic control. Eliminates foot fatigue on turnpikes. Saves gas through steadier throttle application. In town, dial speed limit—pedal resistance warns you when you get there.

Soft-Ray Glass—Fully tinted glass reduces glare and summer heat.

Safe-T-Track Differential—Delivers power in direct proportion to the grip of each rear wheel. No getting stuck in mud or snow as long as one wheel can maintain traction. Applies power to the road instead of wasting it on wheel spin.

Specifications

CHASSIS

Frame: Perimeter design with box section structure. Entire passenger compartment is encircled by heavy steel side members. Five crossmembers join parallel side bars for structural rigidity. Frame design varies to meet requirements of individual body styles.

Wheels and Tires: 14 x 6K steel disc wheels with 8.00 x 14 low pressure tubeless tires. 8.50 x 14 standard on Safari Station Wagons and all cars equipped with air conditioning, available on all other models at extra cost.

Front Suspension: Ball joint independent front suspension with upper control arms pivoted on rubber bushings. Lower control arms have dual rate rubber bushings. Large diameter, low rate coil springs, hydraulic shock absorbers, compound anti-dive control. Torsion-action front stabilizer bar.

Four Link Rear Suspension: Angle-mounted upper and lower control arms. Lower control arms have low dynamic rate rubber bushings. Large diameter, low rate coil springs, angle-mounted hydraulic shock absorbers. Drive and torque taken through rubber cushioned control arms.

Steering: Link parallelogram with recirculating ball bearing gear—both manual and power. Over-all ratio, manual—29:1, with optional power, 22.5:1. Power Steering optional at moderate extra cost.

Brakes: Self-adjusting, air cooled, internal expanding hydraulic type. Two shoe, single anchor. Drum diameter—front 11", rear 11". Total area, 191 sq. in. Foot-controlled parking brake operates on rear service brake system. Vacuum power brakes optional at low extra cost.

Transmission and Drive Train: Hydra-Matic transmission optional at extra cost. Two 3-speed synchromesh transmissions. 4-speed synchromesh transmission optional at extra cost. 10.4" and 10.5" clutches. Tubular driveshaft with two universal joints. Semi-floating hypoid rear axle. Safe-T-Track semi-locking differential optional at low extra cost.

BODY

Construction: Fisher all-steel body with reinforced side rocker panels. Counter-balanced double hood and trunk construction. Laminated Safety Plate Glass in windshield. Solid Tempered Plate Glass in all other windows. "Fire-Levelled" acrylic lacquer on all models. Circ-L-Aire outside air heater and defroster standard on all models (although cars can be ordered without this equipment, at reduced cost).

Electrical System: 12 volt system with 42 ampere Delcotron generator. 53 amp. battery with 8.6:1 compression ratio engines, 61 amp. battery with 10.25:1 or 10.75:1 engines. Extra-capacity system available on special order.

Tilting Steering Wheel—Adjustable, up or down, to seven different positions. Maximum driving comfort no matter what your size or shape is. Makes getting into and out of the car easier.

Custom Lounge Seat Cushions—All Pontiac seat cushions have the soft touch, but if you want added luxury, specify this option—2¼ inches of foam rubber comfort!

Aluminum Wheels—Inspired by the performance specialists, these exclusive wheels, hubs and brake drums of aluminum have fins that dissipate heat as fast as it can build up under hard braking. Virtually immune to fade.

Heavy Duty Suspension—Combination of heavy duty springs, shocks, and stabilizer bar. Sacrifices some softness of ride for firmer footing on bad roads and better handling.

Trailer Hauling—Heavy duty components are recommended, and are available as factory installed items. We suggest that you discuss the type and size of trailer and customary loads with your dealer.

Heavy Duty Radiator and Oil Cooler (Hydra-Matic) • Heavy Duty Radiator Package (Synchromesh) • Heavy Duty Battery • Heavy Duty 3-speed Manual Transmission and Clutch • 8.50 x 14 Tires—While not necessary for the enjoyment of your Pontiac, one or more of these items is recommended for those who intend to put their car to extremely severe uses—such as low mileage stop-and-go driving or sustained high speed cruising in high temperature areas.

ENGINE

General Description: Trophy V-8—short stroke, 90°, V-8 design. Aluminized valves. Hydraulic valve lifters. Alloy cast iron block, 5 main bearings with 3" journals on 389 cu. in. engines—3.26" on 421 cu. in. engines. Balanced flow cooling system pumps water directly into each side of the cylinder block equally. Quad gallery lubrication system.

Fuel System: Choice of 2-barrel, 4-barrel or 3-2-barrel downdraft carburetion (see table). Disposable type fuel filter. Automatic choke. Centrifugal and vacuum control of distributor spark advance. Heavy duty air cleaner and silencer optional at extra cost. Pontiac's transistor ignition system provides breakerless ignition—optional on premium fuel engines.

Exhaust System: Single reverse flow system standard on most models. Dual reverse flow system standard on Grand Prix, optional at extra cost on other models.

Pontiac Motor Division • General Motors Corporation

QUICK REFERENCE SPECIFIC MODEL DIMENSIONS						
	4-Door Sedan	Sports Sedan	Sports Coupe	Vista	Convertible	Safari Station Wagons
Tread Front	62.5"	62.5"	62.5"	62.5"	62.5"	62.5"
Tread Rear	64.0"	64.0"	64.0"	64.0"	64.0"	64.0"
Wheelbase	Catalina 120"	120"	120"	120"	120"	119"
	Star Chief 123"		123"	123"		
	Bonneville		123"	123"	123"	119"
	Grand Prix		120"			
Over-all Height (Loaded)	Catalina 55.2"	55.2"	54.1"	54.4"	55.1"	56.5"
	Star Chief 55.2"			54.4"		
	Bonneville		54.1"	54.4"	55.1"	56.5"
	Grand Prix		54.1"			
Over-all Length	Catalina 211.9"	211.9"	211.9"	211.9"	211.9"	212.8"
	Star Chief 218.9"		218.9"	218.9"		
	Bonneville		218.9"	218.9"	218.9"	212.8"
	Grand Prix		211.9"			
Over-all Width	Catalina 78.7"	78.7"	78.7"	78.7"	78.7"	78.7"
	Star Chief 63.3"	63.3"	63.6"	63.3"	63.6"	63.3"
	Bonneville		63.3"	63.3"		
	Grand Prix		63.4"			
Front Seat Hip Room	Catalina 63.3"	62.6"	55.1"	63.4"	51.5"	63.2"
	Star Chief 63.3"			63.4"		
	Bonneville		55.1"	63.1"	51.5"	63.2"
	Grand Prix		55.1"			
Rear Seat Hip Room	Catalina 40.9"	40.9"	40.8"	40.9"	40.8"	41.0"
	Star Chief 40.9"		40.8"	40.8"	40.8"	41.0"
	Bonneville		40.8"			
	Grand Prix		40.8"			
Front Seat Leg Room (Max. Effective)	Catalina 38.0"	37.4"	34.4"	37.8"	34.4"	37.3"
	Star Chief 38.0"			37.2"		
	Bonneville		34.3"	37.1"	34.3"	37.3"
	Grand Prix		36.1"			
Rear Seat Leg Room (Min. Effective) (Safari Second Seat)	Catalina 38.6"	38.6"	37.8"	37.8"	38.8"	38.6"
	Star Chief 38.6"			37.8"		
	Bonneville		38.0"	38.1"	39.1"	38.8"
	Grand Prix		37.9"			
Front Head Room w/Seat Depressed	Catalina 37.6"	37.6"	37.9"	37.3"	37.7"	39.2"
	Star Chief 37.6"			37.3"		
	Bonneville		37.8"	37.3"	37.7"	39.2"
	Grand Prix		37.6"			
Rear Head Room w/Seat Depressed (Safari Second Seat)	Catalina 417.0	419.4	363.9	400.6	367.9	516.6
	Star Chief 417.0			400.6		
	Bonneville		363.9	400.6	367.9	516.6
	Grand Prix		399.1			
Total Visibility Area (sq. in.)						

NOTICE: All options noted herein, including whitewall tires, Decor Group, and radios illustrated on some models, are extra-cost equipment unless otherwise specified. Reference to interior leather applies to prime surface of seat cushions and backs except for decorative accents and panels. Ask your dealer for all price information on any model or special equipment you desire.

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts, or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.

